

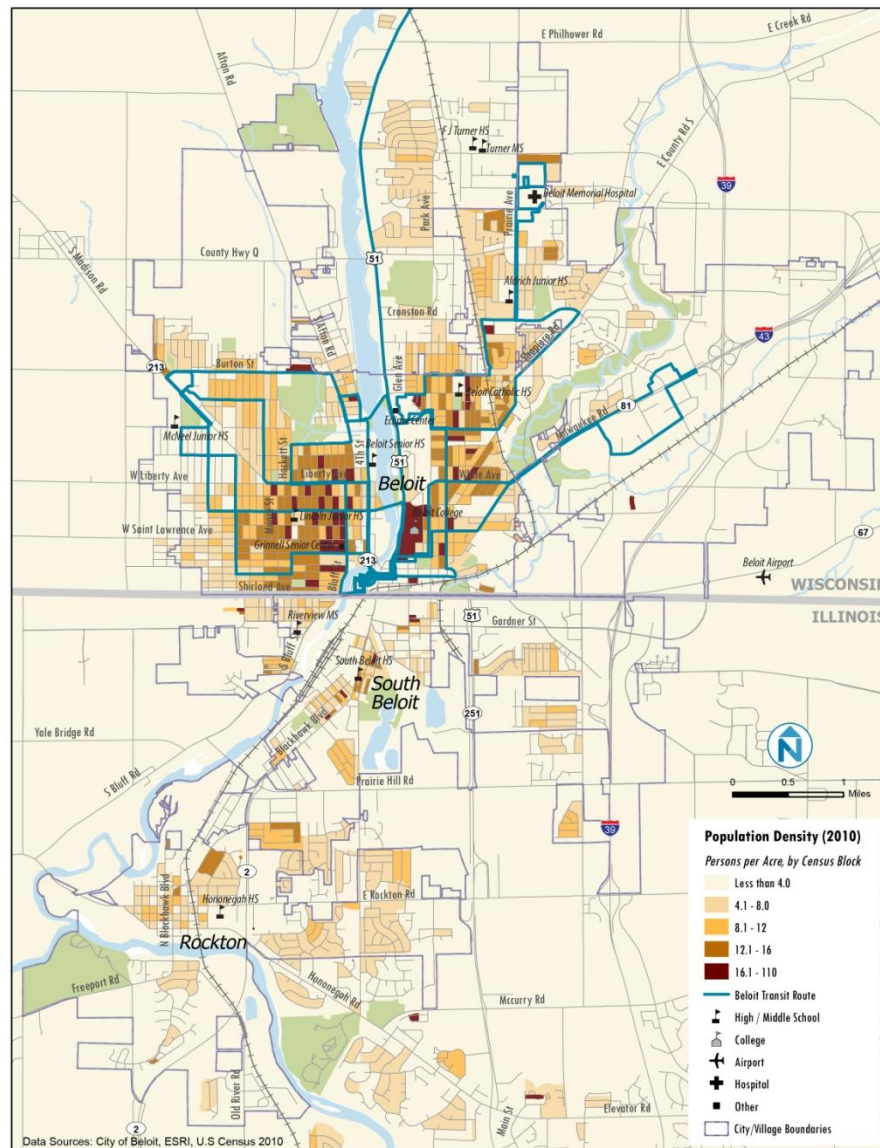


Beloit Transit Development Plan Initial Concepts

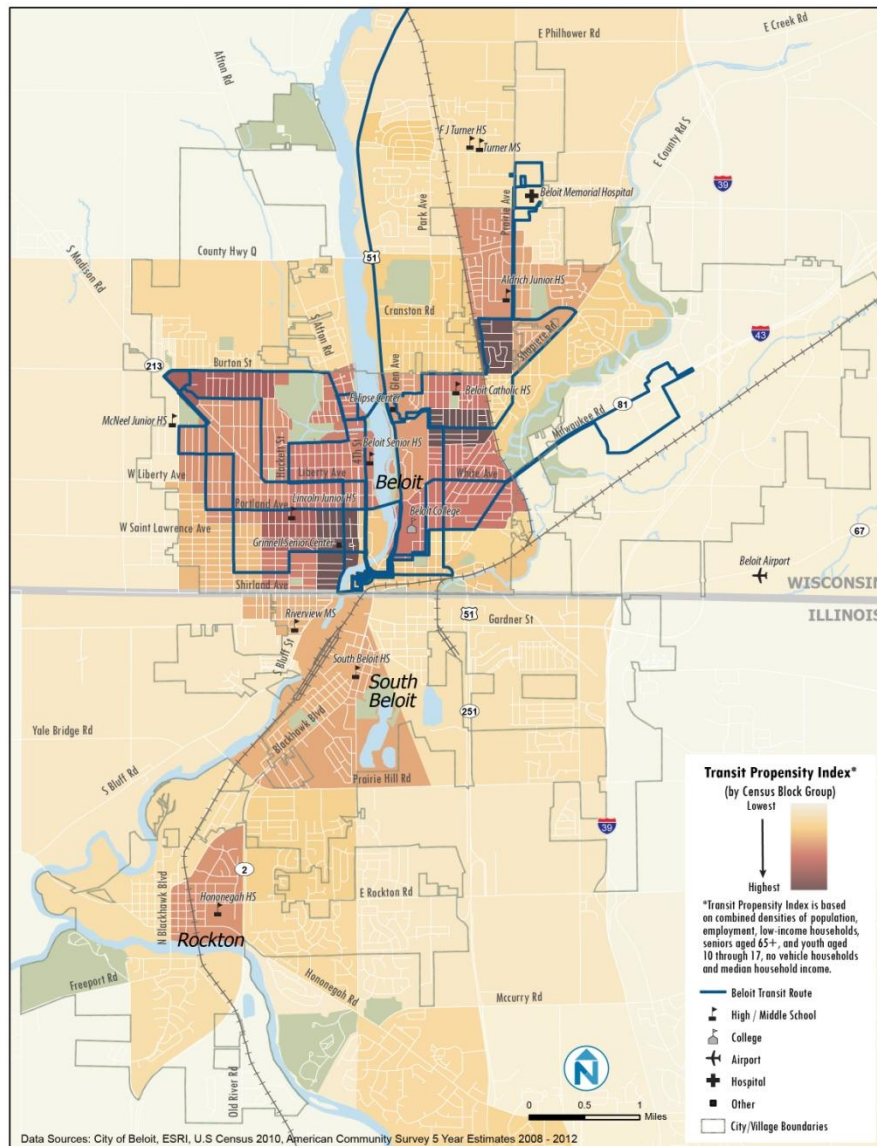
January 2015

N NELSON
NYGAARD

Population Density



Transit Propensity Index



Route 1

- Strengths

- Significant ridership at Woodman's stop

- Weaknesses

- Lowest performing route
 - Several segments with very low productivity
 - Loop design forces out of direction travel

Route 2

- Strengths

- Significant ridership at Woodman's and McNeel

- Weaknesses

- Overall low performance
 - Segments with low ridership
 - Loop design forces out of direction travel

Route 3

■ Strengths

- Highest performing route
- Strong ridership at Eclipse Center, Memorial Hospital, Beloit Clinic, Aldrich, and the High School

■ Weaknesses

- Diverging inbound and outbound alignments may force out of direction travel
- Segments between Eclipse Center and Shopko have poor performance
- Operators say that the schedule is tight

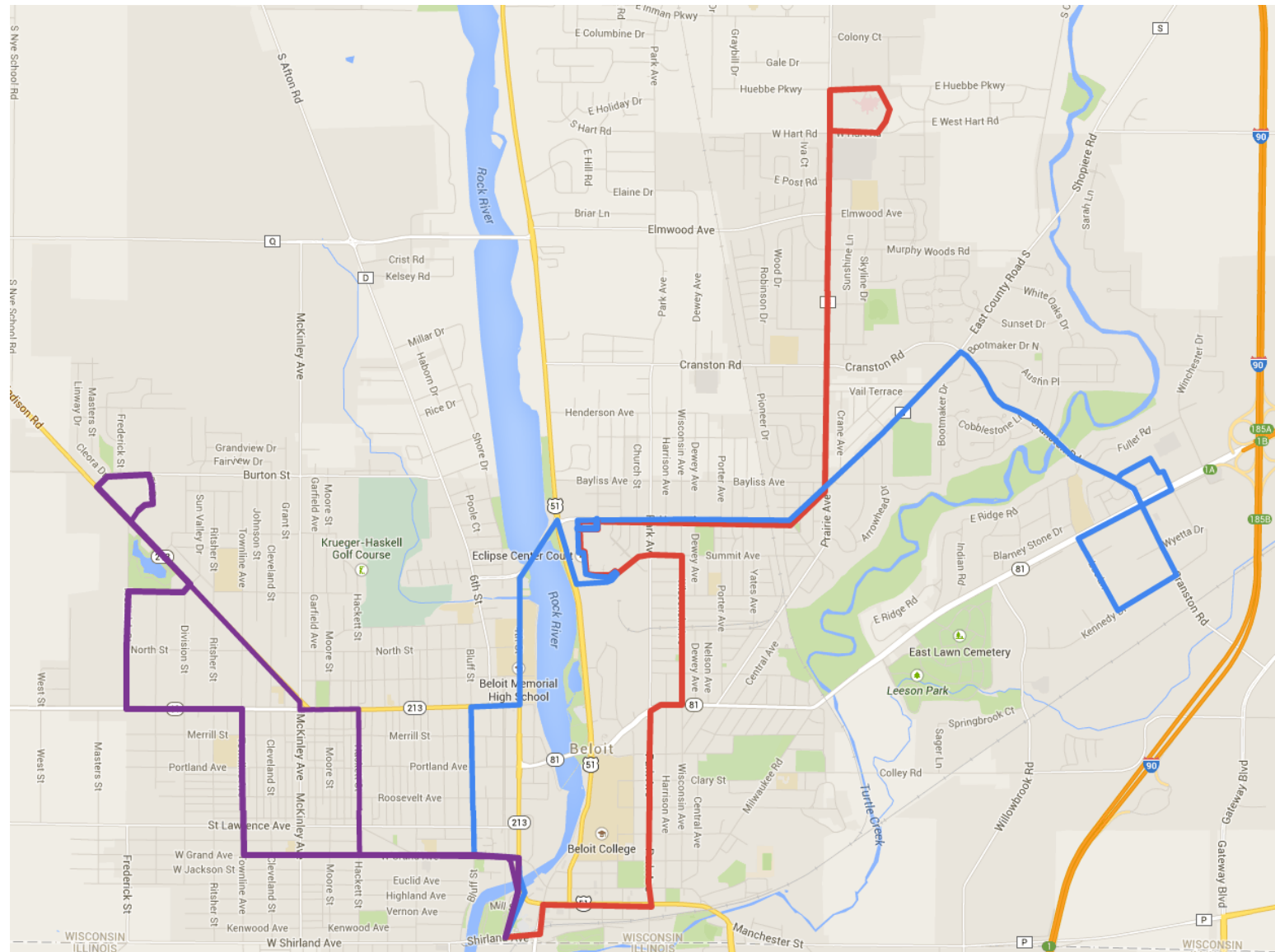
Route 4

- Strengths
 - Walmart is an important stop
- Weaknesses
 - Other segments of the route have very low ridership

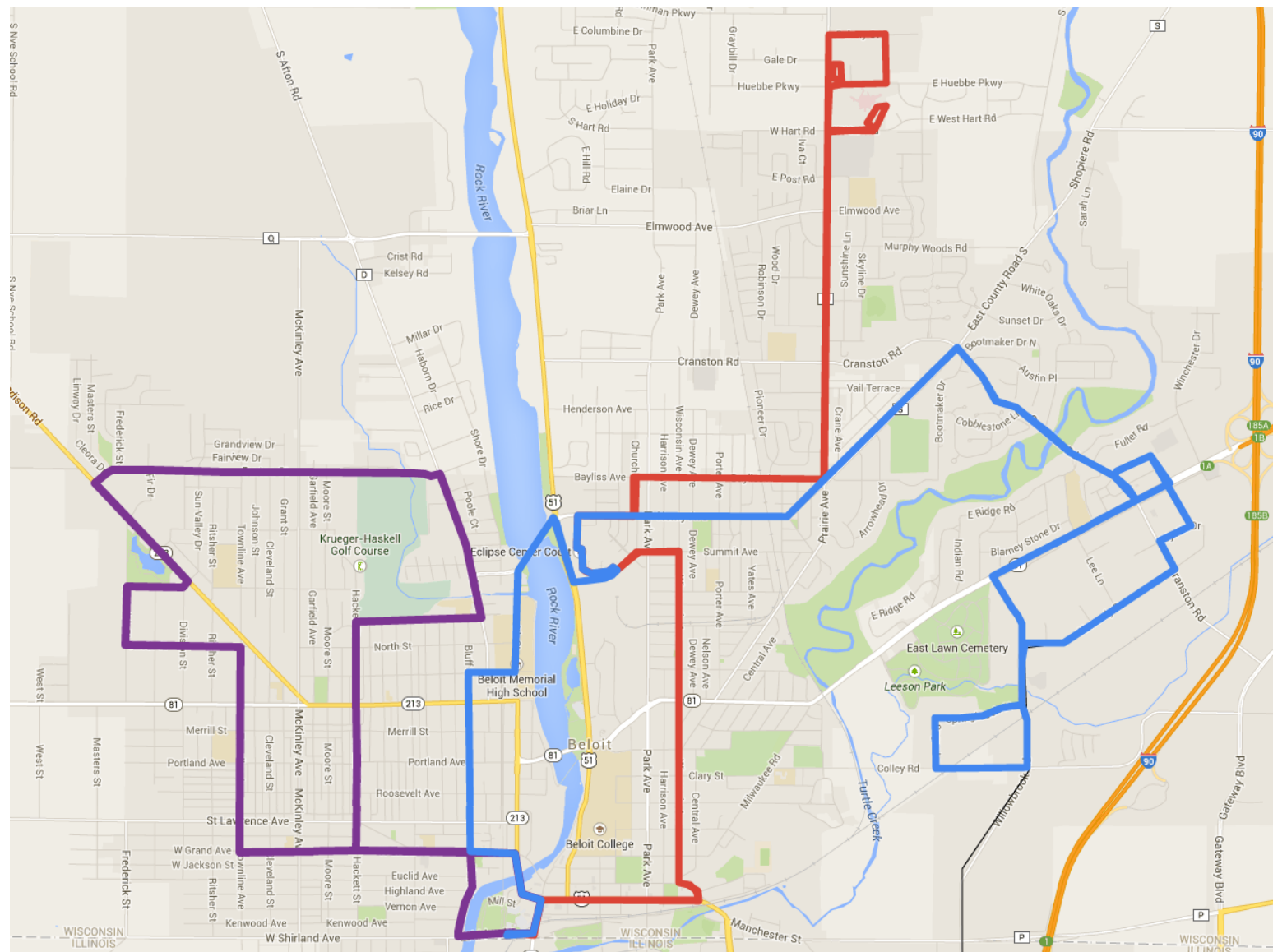
Unmet Needs/Opportunities for Improvement

- Frequency
 - The shift from 40-minute to 30-minute frequency decreased ridership
- Service to Eclipse Center
 - Eclipse Center is the second busiest stop in the system, but bi-directional service is lacking
- Service to Walmart
 - Most riders must transfer to get to Walmart
- Service to High School
 - Direct access would make service more attractive to students
- Low-Income Neighborhoods
 - Focus on direct access to employment, grocery, and school

Concept A - Frequency



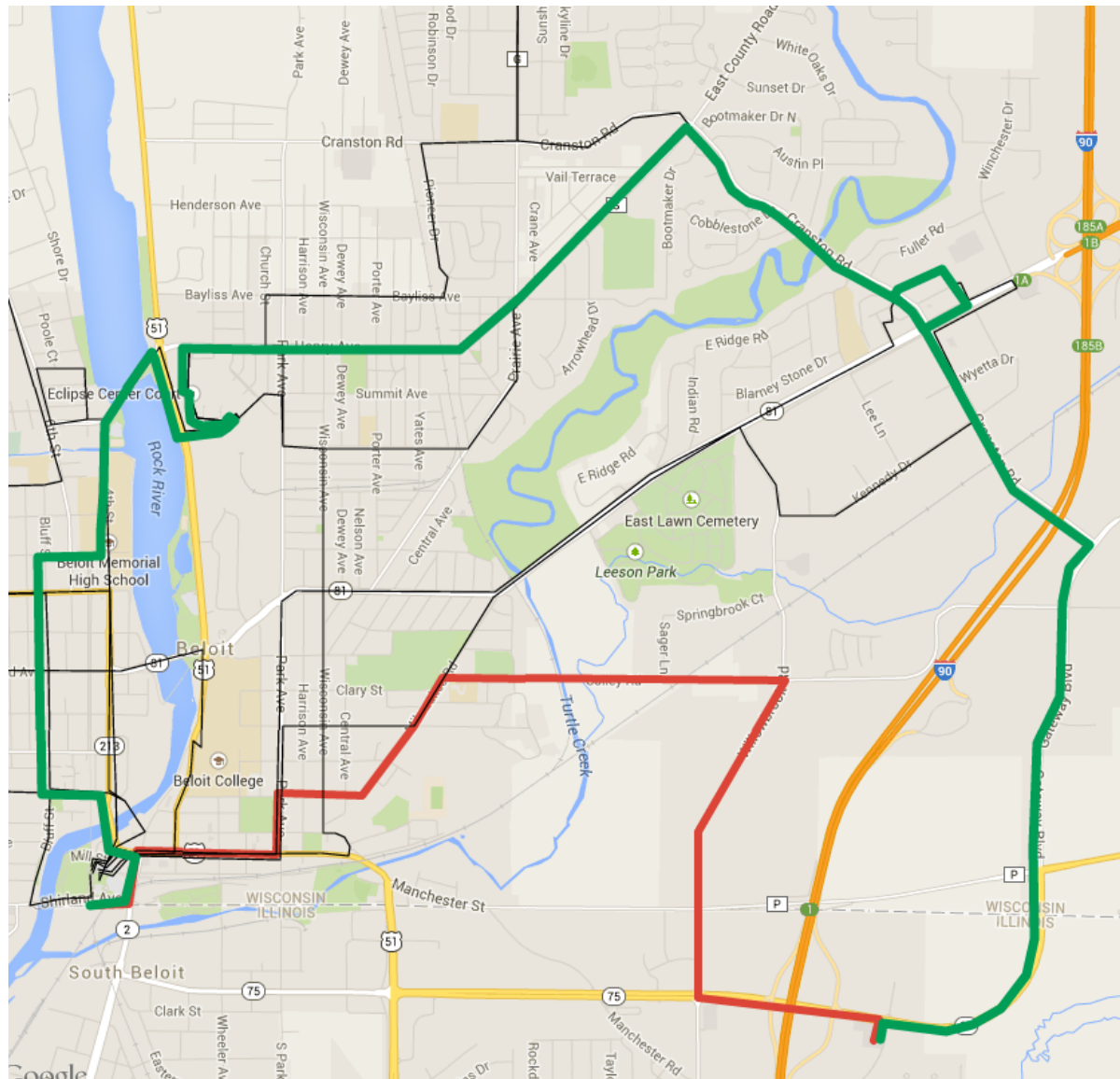
Concept B - Coverage



Service Concepts Comparison

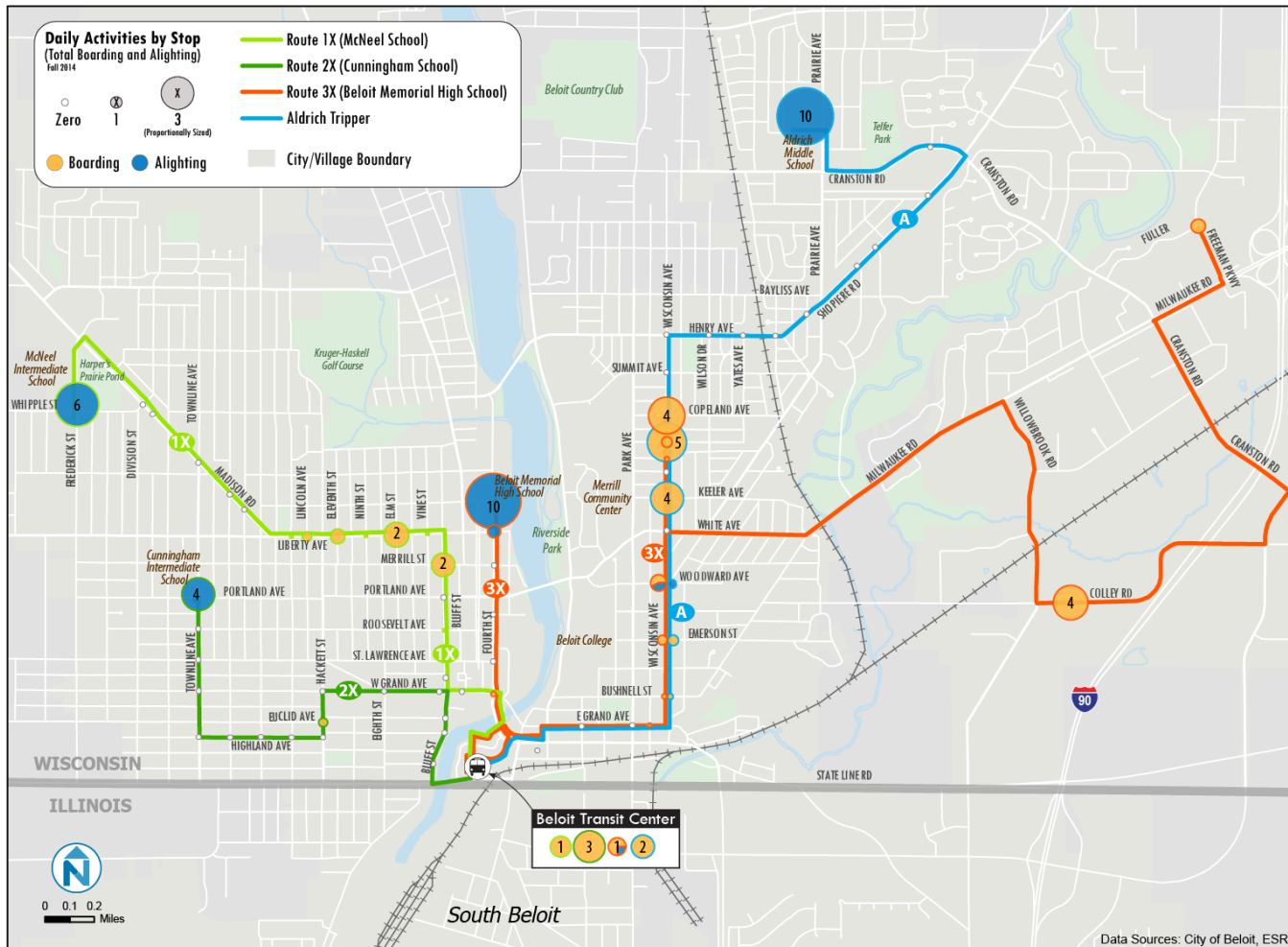
	Current	Frequency Concept	Coverage Concept
Routes	4	3	3
Frequency	40	30	40
Average Speed	14.0	14.2	13.3
Bi-directional service to Eclipse Center	Route 3 north of Cranston	2 complete routes	2 complete routes
Service to Walmart	East Beloit	West and East Beloit	West and East Beloit
Direct access to High School	Milwaukee Rd, White Ave, Park Ave	Bluff St, Henry Ave, Shopiere Rd, (east) Cranston Rd	Bluff St, Henry Ave, Shopiere Rd, (east) Cranston Rd, Colley Rd

Potential Van Galder Extension Options



School Tripper Ridership – Morning

Total Daily Activities: School Trippers (Morning Routes)

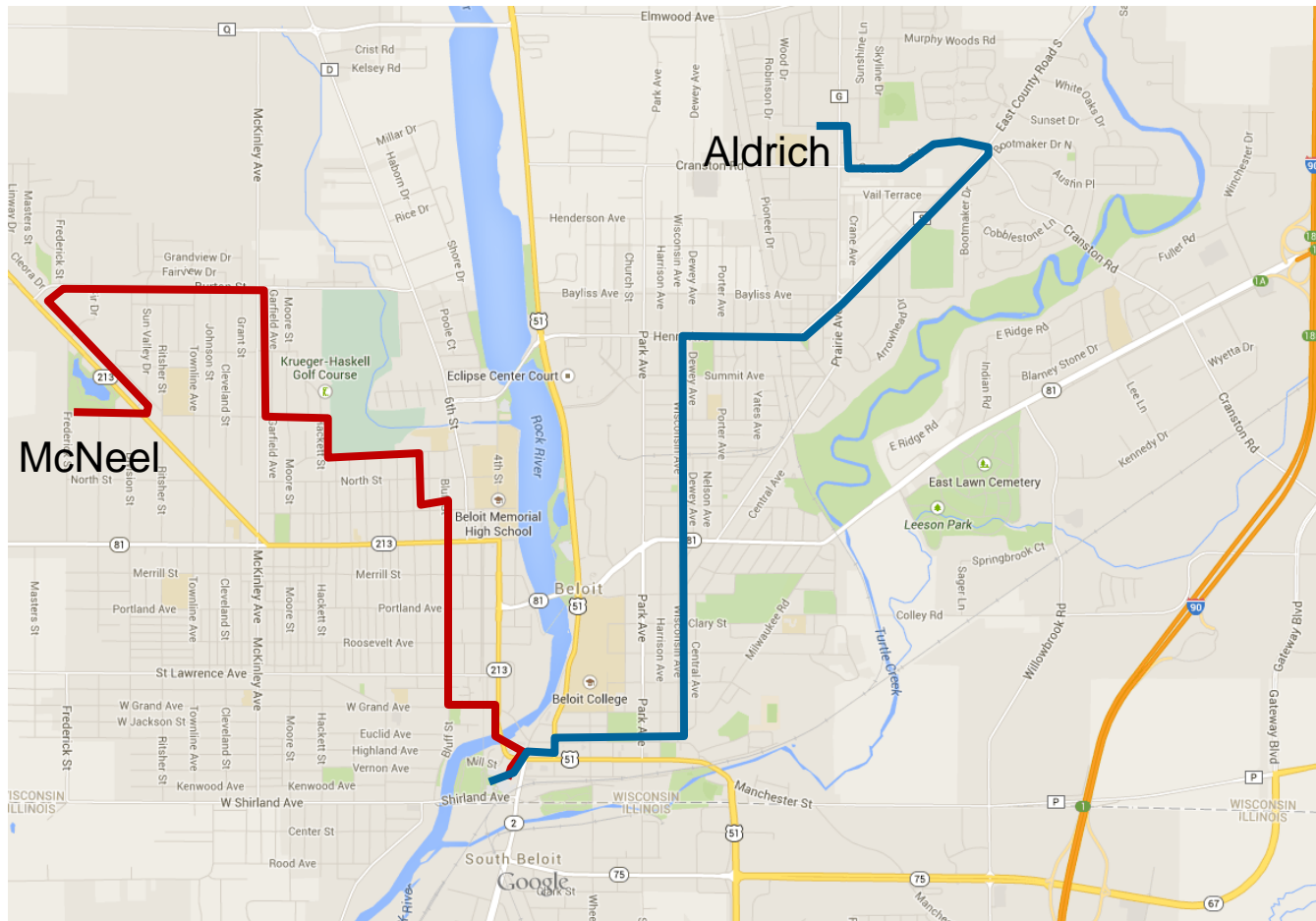


School Tripper Ridership – Afternoon

Total Daily Activities: School Trippers (Afternoon Routes)



School Tripper Ridership – Morning



School Tripper Concepts

- Aldrich (22 daily)
 - Maintain AM and PM trippers (Shopiere/Wisconsin/Beloit TC)
- Beloit HS (11 daily)
 - Serve bi-directionally with proposed crosstown route
- McNeel (11 daily)
 - Combine AM and PM tripper alignment and operate during both periods
- Cunningham (5 daily)
 - Discontinue tripper service due to low ridership
 - Continue to serve directly with Route 2

School Tripper Summary

Period	Route	Serves	Boardings	Proposal
Morning	1X	McNeel, Madison, Liberty, Bluff, Beloit TC	6	Realign
	2X	Cunningham, Highland, Grand, Beloit TC	4	Discontinue
	3X	Beloit HS, 4 th , Beloit TC, Wisconsin, Colley	11	Discontinue
	Aldrich	Aldrich, Shopiere, Wisconsin, Beloit TC	11	Maintain
Afternoon	1X	McNeel, Madison, Olympian, Eclipse, Colley	9	Maintain
	2X	Cunningham, Portland, Beloit TC	1	Discontinue
	Aldrich	Aldrich, Shopiere, Wisconsin, Beloit TC	13	Maintain

Service Concepts Summary

Category	Service Level	Current	Frequency Concept	Coverage Concept
Regular Routes	Weekday	4	3	3
	Saturday	4	3	3
Span	Weekday	6am-6pm	6am-7pm	6am-6:40pm
	Saturday	9:20am-4:20pm	9am-4pm	8am-4pm
Frequency	Weekday	40	30	40
	Saturday	40/80	30/60	40/80
School Trippers	Morning	4	2	2
	Afternoon	3	2	2
Vehicles	Weekday Peak	9	7	7
	Weekday Midday	5	5	5
	Saturday	3	3	3
Annual Hours	Weekday	16,700	17,300	16,900
	Saturday	1,300	1,100	1,400
	Total	18,000	18,400	18,300

Public Outreach – February 18

- Open House at Transfer Center
 - 10:00 a.m. to 2:00 p.m.
- Public Meeting at Beloit Public Library
 - 4:00 p.m. to 6:00 p.m.